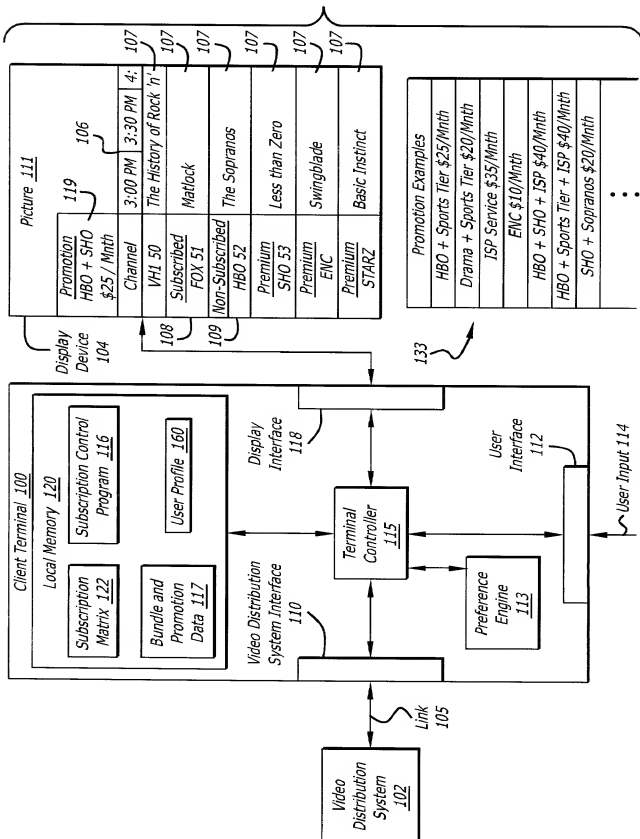


FIG. 1

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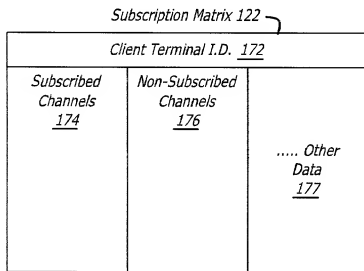
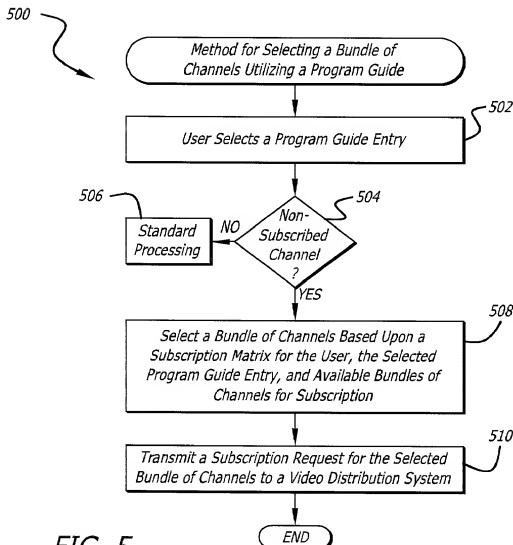


FIG. 2



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BUNDLING EXAMPLE

|                               |   |   |   |
|-------------------------------|---|---|---|
| HBO<br>A la Carte \$15/Mnth   | 1 | 2 | 3 |
| SHO<br>A la Carte \$15/Mnth   | 1 |   | 3 |
| ENC<br>A la Carte \$15/Mnth   |   | 2 | 3 |
| STARZ<br>A la Carte \$15/Mnth |   | 2 | 3 |

FIG. 3

|                      | Additional<br>Subscription<br>Programs | ISP<br>Service   | Action,<br>Sports,<br>Drama, etc.<br>Tiers | Other<br>Services |
|----------------------|--|------------------|--|-------------------|
| Bundle 1 = \$25/Mnth | + \$7 each/Mnth                        | + \$35 each/Mnth | + \$15 each/Mnth                           | ...               |
| Bundle 2 = \$30/Mnth | + \$5 each/Mnth                        | + \$25 each/Mnth | + \$10 each/Mnth                           | ...               |
| Bundle 3 = \$32/Mnth | + \$3 each/Mnth                        | + \$15 each/Mnth | + \$5 each/Mnth                            | ...               |

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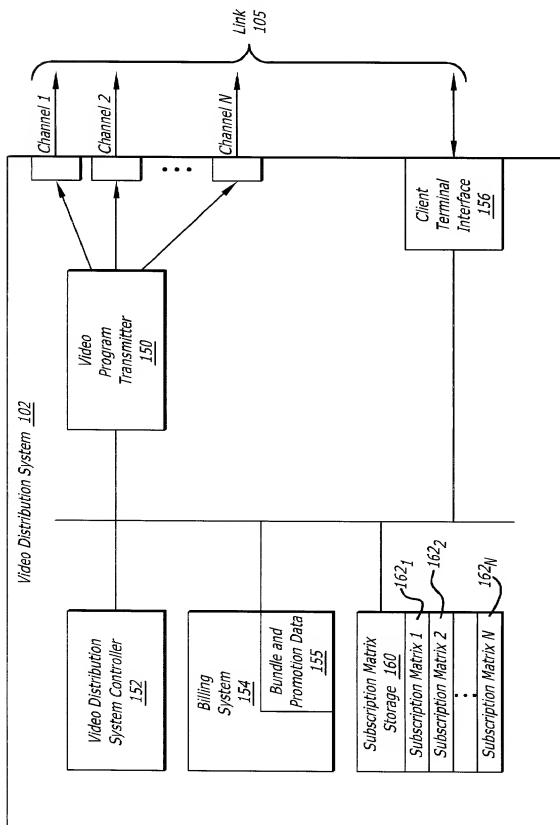


FIG. 4

FIG. 6

